

## NEW IN WALL COVERINGS.

## PAPERS MADE TO IMITATE WOOD, LEATHER AND SILK.

Japan Sends Us the Finest of the "Leathers." Many of Them Hand Painted—From Switzerland Come the "Silks" Made to Represent French Brocade Hangings.

Two women, perplexed and tired, sat at luncheon in a restaurant the other day. One was from the country. She had enlisted the aid of a city friend to select wall papers for her house, and the friend, although she had never selected a roll of wall paper in her life, willingly assented.

In the morning six rolls had been visited, with the result that not one roll of paper was purchased, nor had the country woman gained one clear idea of what she really wanted. Completely bewildered by the varieties offered she changed her mind on an average once a minute. To make matters more confusing no two of the attentive salesmen advised the same thing.

Seated near the two women in the restaurant was a neighbor of the city woman whom up to that moment she had regarded with indifference. Now, all of a sudden, this neighbor was a person to be regarded almost with veneration, for had she not lately had a big four story house redecorated from top to bottom? As a result of a half hour talk the two novices started with renewed courage, fortified with a list of wall paper specialists and their addresses.

The first man on the list was found in a shop in a side street, better known to wholesale than to retail buyers. His advice was asked respecting library and dining room wall coverings from a fairly economical standpoint. Said he:

"Perhaps Japanese leathers—pulp papers treated as only the Japanese can treat them—have a greater vogue just now than anything else for the purpose named, and there is this to be said in their favor: They are extremely durable, they may be cleaned with soap and water without injury and they are only a fraction of the price of real leather, or if anything more beautiful."

"In fact, so far as color combinations go, there is now nothing more artistic on the market. Whether in plain effects, which resemble a burlap weave, a variety of which is called cruller, or in floral, conventional or heraldic designs, used as a frieze above the plain, and again as a covering for the entire wall above the wainscot, the blending and shading of colors are remarkable."

"The reason for this is that to a great extent the patterned Japanese papers are hand painted. After the pattern is stamped through from the back on the soft pulp the paper is treated to a bath of silver aluminum, over that are spread two coats of gold lacquer wiped off by hand in spots to give a shaded effect, and the colored lacquers applied to the stencil are treated in the same way."

"After that the stencil pattern is supplemented, in the higher grade papers, with segments of color and shadings applied with a brush. The more hand work there is on the paper the more it costs."

At this point there were spread out before the customer some of the plain varieties, which included shimmering copper effects done by mingling gold and bronze; designs of green and silver, the silver shining through the green; another of red and gold mottled, still another of peacock and silver tones, and every one as thick and pliable as leather.

"In this season's importations," the specialist explained, "there are figured designs the groundwork of which matches the plain papers. These are used as a frieze as well as for the entire wall. These, by the way, include many English designs by noted painters wrought out and individualized by the Japanese in their leather papers."

"Take, for example, this peacock design. The original was designed for the house of a noted Englishman."

The bird was perhaps two feet in length, worked out in dull tones of green, blue and bronze blending so harmoniously with a large conventional leaf design in bronze copper and dark green that it was easy to tell where the one left off and the other began. The otherwise startling effect of birds poised at equal distances was entirely done away with. One noticeable design, birds in a rice field, was of green and gold combined to give a silvery effect.

"A dining room, library or hall done in these papers is now the height of fashion and, what is more, will be in fashion for years to come," the specialist told the woman.

"The price?"

"Anywhere from \$5 to \$30 and more a roll, the tooled Japanese leathers, made now by only one man in Japan, bringing sometimes as high as \$40 a roll at retail."

"The Japanese roll, however, is twelve yards long and one yard wide, as against the eight yards long and half a yard wide American roll."

Japanese silk grass cloth, not unlike the rough silk pongee so popular last summer for women's gowns, is now in favor for drawing room wall decorations with house-borders whose taste runs to Japanese ornaments. The best selling varieties have a mottled and slightly shaded effect.

The next specialist consulted by the country woman and her friend initiated them into novelties in paper designed to represent paneled walls, frescoed ceilings, beamed ceilings, wainscoting, etc., of Colonial, old English, Flemish, Dutch and other styles. Leading the women into a small room, he waved his hand as much as to say, "Take your pick."

"But none of this is paper," said the country woman, wondering.

"It's all paper," corrected the specialist. "He brought out square after square of heavy pulp paper pressed into concave and convex designs, representing anything and everything in the way of woodwork, some of the smaller designs being an excellent imitation of the real thing."

All of these squares were white and he explained that not until after the walls and ceilings are covered are the painting and staining done.

The wainscoting in the room exhibited was stained and grained to represent oak. The ceiling, of a large diamond pattern, was pure white. Over one door was a square representing an elaborate fresco; also of pure white. In a corner was a square of green glass tiling, the finish suggesting marble.

"Yes, all paper," repeated the man, "and it will wear just as long as wood and at a fraction of the expense. The technical name of this paper is Anaglypta, and so far as there is in the market is imported. It costs as low as \$2 a roll."

The head man of a wall paper concern which controls the output of twenty-eight factories went right to the heart of drawing room wall decorations by announcing that perhaps the newest and most beautiful

FREDERICK LOESER &amp; CO.

BROOKLYN ADVERTISEMENTS.

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Store Opens

at 8:30 A. M.

**Frederick Loeser & Co.**

In every detail the Leading Retail Establishment of Brooklyn.

Store Closes

at 6 P. M.

## Piano Sale Extraordinary.

### EXTRAORDINARY In Character of Pianos. In Low Prices.

THESE ARE ALL USED PIANOS, but there the resemblance between this and the ordinary sales of used Pianos ceases.

For these instruments are of a high quality and a character never offered as USED Pianos outside this Store. Dozens of them are as fine in every essential as new Pianos. Many of them could not be distinguished from new instruments of the same make if the new and the special priced Pianos were placed side by side.

Yet these Pianos are offered at a SAVING OF \$100 TO \$300 ON THE USUAL PRICES. What is the reason for offering such Pianos under their worth?

The reason is that in the wonderful Loeser, Heller and Reiman Player-pianos it is now possible to get both the Piano and the means to play it within the same case. And people are exchanging Pianos of the highest grade and in perfect condition for these new Player-pianos which everybody can play.

We have taken these Pianos in exchange, but we must get rid of them as speedily as possible. We have no room for them here. We need the room for the instruments of our regular line.

So they have been thoroughly overhauled. Cases have been repolished. They have been put in splendid condition. And now they are offered at prices which make them

### Piano Bargains Practically Without Precedent.

The range for choice is wide. There are many makes and many styles. And no one with a thought of Piano buying will wisely let the chance slip by.

Originally Now	Originally Now	Originally Now
Traber, square, rosewood..... \$350	Stuyvesant, upright, largest size, burr walnut..... \$300	Steinway & Sons, ebonyized case, small size..... \$500
McDonald & Co., square Piano, about 400	Cambridge, upright, dark mahogany..... 275	Starr, upright, medium size, dark oak..... 350
United Piano Makers, square, rosewood..... 400	Shoninger, upright, largest size, burr walnut..... 195	Everett, upright, figured walnut case..... 450
Gilbert & Co., square Piano, rosewood..... 350	Emerson, upright, mahogany..... 300	Behr Bros. & Co., empire model, burr walnut..... 450
Emerson, square Piano, small size, rosewood..... 300	Heiman, upright, medium size, walnut..... 195	Winter & Co., upright, largest size, San Domingo mahogany case..... 400
Phelps & Son, square, rosewood..... 350	McEwen & Co., upright, medium size, ebony..... 300	Winter & Co., empire model, walnut case..... 400
United Piano Makers, square, rosewood..... 300	Emerson, upright, medium size, walnut..... 325	Winter & Co., upright, largest size, San Domingo mahogany case..... 400
Kranich & Bach, square, rosewood..... 400	Jacob Bros., upright, largest size, burr walnut..... 325	Knabe, upright, medium size, dark oak..... 300
R. M. Bent & Co., square, rosewood..... 400	Kensington, upright, medium size, rosewood..... 300	Steinway & Sons, upright, large size, dark mahogany..... 600
Mathushek, square..... 400	New England, upright, largest size, dark mahogany..... 375	Steinway & Sons, upright, medium size, ebonyized case..... 300
Ehrhard, upright, small size, rosewood..... 275	Schleicher & Sons, upright, Flemish oak, large size..... 325	Chickering & Sons, Parlor Grand, upright, large size, mahogany..... 850
Steinway & Sons, square Piano, rosewood..... 600	Smith & Barnes, upright, largest size, mahogany..... 325	Behr Bros. & Co., upright, Louis XV. Model, in burr walnut case..... 500
Chickering, square Piano, rosewood..... 100	Wissner, upright, medium size, mahogany..... 350	Winter & Co., upright, large size, mahogany..... 600
Keise, upright, dark mahogany, large size..... 275	Newby & Evans, upright, largest size, Circassian walnut..... 375	Knabe, upright, medium size, mahogany..... 375
Schumann & Sons, upright, medium size, rosewood..... 300	Schiller, upright, largest size, Hungarian style..... 325	Knabe, upright, large size, mahogany, colonial design..... 425
Fischer, upright, largest size, ebony..... 350	Smith & Barnes, largest size, mahogany..... 325	Knabe, upright, mahogany case, art model..... 450
Heger & Sons, upright, medium size, small size, rosewood..... 300	Richmond, upright, large size, dark mahogany..... 315	Winter & Co., upright, large size, mahogany..... 600
McEwen & Co., upright, medium size, ebony..... 300	Behning & Sons, large size, San Domingo mahogany..... 400	Aeolian Piano, Player Piano, Aeolian Piano, Player Piano..... 750
Starr, upright, medium size, ebony..... 350	Chase, upright, largest size, mahogany..... 300	Steck Piano, Player Piano, mahogany..... 800
Reiman, upright, medium size, mahogany..... 250	Hallett & Davis, upright, largest size, Circassian walnut..... 500	Knabe, upright, large size, mahogany..... 750
Wagner, upright, medium size, mahogany..... 350	Kranich & Bach, largest size, rosewood & Co., upright, small size, ebonyized case..... 300	Knabe, upright, large size, mahogany..... 900
Schumann & Sons, upright, largest size, ebonyized case..... 300	Waters, upright, small size, mahogany..... 300	Knabe, upright, large size, mahogany..... 1050
Knorr, upright, largest size, mahogany..... 300	Starr, upright, medium size, burr walnut..... 350	Knabe, Baby Grand..... 675
Chickering, upright, small size, case of paper..... 300	Knabe, upright, largest size, rosewood..... 275	
Heller & Co., upright, mahogany..... 250		

### Piano and Cabinet Player Combinations.

Originally Now	Originally Now	Originally Now
Schleicher & Son, upright, Flemish oak..... \$350	Steinway & Sons, upright, ebony..... \$600	Metropolitan Piano to match..... 250
Hardman Player to match..... 100		
Terms \$15 cash and \$10 monthly..... \$600	Terms \$50 cash, \$20 monthly..... \$650	
Smith & Barnes, upright, mahogany..... \$300	Heller & Co., upright, mahogany..... \$275	
Pianola to match..... \$125	Pianola to match..... 100	
Terms \$15 cash and \$10 monthly..... \$350	Terms \$15 cash and \$10 monthly..... \$325	
Reiman, upright, mahogany..... \$250	Heller & Co., upright, Piano, walnut..... \$250	
Regal Player, mahogany..... \$105	Metropolitan Piano, walnut..... 250	
Terms \$10 cash and \$6 monthly..... \$450	Terms \$20 cash, \$12.50 monthly..... \$500	

### Pianolas at Reduced Prices.

Originally Now	Originally Now
Pianola, dark mahogany, covered tracker board..... \$250	Metropolitan Piano, walnut..... 250
Pianola, metronome, walnut..... 250	Pianola, metronome, mahogany..... 250
Pianola, metronome, mahogany..... 250	Pianola, metronome, mahogany..... 250
Pianola, metronome, mahogany..... 250	Pianola, metronome, mahogany..... 250
Pianola, metronome, mahogany..... 250	Pianola, metronome, mahogany..... 250

### Special Terms for This Sale.

Upright Pianos priced at \$200 or under, \$10 cash and \$5 monthly. Over \$200 to \$300, \$10 cash and \$6 monthly. Over \$300 to \$400, \$10 cash and \$8 monthly. Grand Pianos, \$25 cash and \$20 monthly. Pianolas, \$10 cash and \$5 monthly.

As all Pianos on our floor are priced on a cash basis (fictitious values being eliminated), interest at the rate of four per cent. per annum will be charged on deferred payments.

Fourth Floor.

paper now sold in New York, and the very best thing to silk hangings, is called Tekko, and is manufactured in Switzerland. Then he produced samples, one a copy of a Louis XIV. silver brocade, another a Louis XVI. design of reds, greens and silver.

"In one respect Tekko paper is an improvement on silk in that it wears better and is more hygienic," said the exhibitor. "This is because it is thirty inches wide and the cost not as from \$1 a yard. It may be used in panel effect, after the manner of brocade, alternating with white wood or marble panels or panels treated to represent marble."

When asked about the newest colorings the specialist explained that the dealer explained the silk finish of the imported varieties, the silk finish of the imported varieties, the silk finish of the imported varieties.

"Then come domestic Tekkos, technically called 'serettes,' the dealer explained with evident pride, 'and these mark an era in domestic manufactures.'"

Some of the domestic Tekkos shown had a wonderful metallic finish, others duplicated the silk finish of the imported varieties. Most of them retailed for \$1 or a little more a roll.

"Brocade" is the name of a self-toned silk paper stamped in small designs and five relief effects, selling as low as 80 cents a roll.

Striped moiré, different from the older design because the stripes are scarcely perceptible, and finished with a crown or out of frieze, are counted in the new designs in these papers, a contrast of color

being permissible in the border. One self-toned soft green paper, to illustrate, was finished with a border decorated with small bunches of violets, and a narrow vine of violets separated the paper into two yard wide panels.

Decorators have discovered that pale old rose and gray make a charming combination, and these two colors are combined in some of the crown and dado borders matching the gray moiré papers, the specialist pointed out.

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## Women's \$38 to \$75 Tailored Suits, \$25.

FIFTY-NINE SUITS that show the smartest styles and the best workmanship which two of the foremost wholesale tailors in Manhattan have been able to produce for this season. They are samples—no two exactly alike—and we have them for \$25 apiece to-morrow, though the average value is \$50 to \$55. Cheviots, rich broadcloths and choice imported mixtures. Coats short and medium lengths and blouse effects. Some severely tailored and others smartly trimmed. Skirts in the new plaited effects. It is easy to guess that they won't last long at \$25 a suit.

Second Floor, Front.

## Silk-and-Cotton Crepe de Paris, 29c. Instead of 50c.: 36 Inches Wide.

THE PRETTIEST SILK-AND-COTTON FABRIC that has been sold for such a price in many a day—so silky in effect that until you examine it closely you will hesitate to believe there is any cotton in it.

It is all silk one way and cotton the other, with a crepe de chine weave. Colors are white, cream, sky blue, light blue, light pink, light gray, blue, green, light tan, golden-brown, cadet blue, navy blue, cardinal red and black.

Second Floor, None Sent C. O. D.

## Men's \$15 Black Overcoats, \$12.50.

LAST WEEK BROUGHT SUCH WEATHER as to make men realize how very good indeed these Overcoats are at \$15 apiece. To-morrow will bring a chance in the STORE FOR MEN—a limited chance—to buy these Overcoats for \$12.50 each.

The material is a fine unfinished black coating. The body is lined with fine serge, the sleeves with satin. The model is our newest Chesterford in knee length. Sizes 35 to 44.

Also 21 Coats for Young Men.

The model is our newest form-fitting Coat, the material a smart gray cheviot in herringbone pattern. Sizes 16 to 20 years.

Main Floor, Elm Place.

## Remarkable Waist News.

\$4 and \$5 Silk and Lace Waists, at \$2.98.  
\$7.50 to \$10 Silk and Lace Waists, at \$6.98.  
\$3 Albatross Waists, at \$1.98.  
\$1.50 Pinafore Waists, at 98c.  
\$6 to \$7.50 Lace and Pinafore Waists, at \$4.98.  
\$5 Black Taffeta Waists, at \$2.98.

SILK WAISTS as fine in style and perfect in fit as any you will find anywhere for the full price. Lace Waists that in daintiness and in workmanship make a double bid for your favor. Albatross Waists that will give special comfort as they wear all Winter.

These are the Waists which in great quantity will be here to-morrow at prices almost without a precedent in littleness.

## We Have Known Nothing to Equal This Real Lace Sale.

WOMEN WHO LOVE LACES just for the beauty in them aside from their availability as dress trimmings often look through the Loeser stock as they would look at works of art in a museum.

And it is such real Laces as these—the beautiful hand work of foreign peasants—that are being offered now for less than costs to land them in America.

The imported costumes and blouses show how much Laces are in demand. And certainly a sale such as this never occurs outside the Loeser Store—it is rarely there, even when we can manage it. The Laces are merely suggested. You must see the Laces themselves to realize what they really are.

98c. to \$2.98 Real Laces at 49c. to \$1.98.  
19c. to \$3.25 Real Laces at 10c. to \$1.98.  
49c. to \$5.98 Real Laces at 29c. to \$2.98.  
49c. to \$3.98 Real Laces at 29c. to \$1.49.  
\$1.49 to \$2.98 Real Laces at 98c. to \$1.98.  
\$3.98 to \$15 Real Laces at \$1.98 to \$7.98.  
\$6.98 to \$15 Real Laces at \$4.98 to \$10.00.  
\$4.98 to \$15 Real Laces at \$2.98 to \$9.  
\$2.98 to \$4.98 Real Laces at \$1.49 to \$2.25.  
98c. to \$3.98 Real Laces at 49c. to \$2.98.  
98c. to \$5.98 Real Laces at 49c. to \$3.98.  
98c. to \$5.98 Real Laces at 49c. to \$4.98.

10c. to \$1.98 Machine Made Laces at 5c. to 78c.

Main Floor, None Sent C. O. D.

## Traveling Bags and Suit Case Samples : : And All Bargains.

BE SURE THEY ARE AS GOOD as the maker could turn out or he would not have displayed them as his samples.

No two alike, but altogether a complete range of Bags and Suit Cases, made of plain and ornate, alligator, walrus, seal and cowhide leathers, in the Oxford club and cabin shapes.

\$7.50 to \$36 Values at \$5.25 to \$28.30.

Main Floor, Center.

## \$1.25 Black 36-Inch Taffeta, 79c.

ABSOLUTELY GUARANTEED—the guarantee woven in the selvage of every yard. It is one of the honest black Silks that we know will give splendid service and that appeals to everybody because of its weight and strength and luster. Unmistakably a \$1.25 dress Silk, and a bargain at 79c. a yard.

## \$1 Changeable 27-Inch Taffetas at 49c.

Half price for as good a changeable Silk as was ever sold for a dollar a yard. The best color combinations—including pink, green, blue, brown, red, black, white, tan, and navy, wine and green, blue and bronze, red and tan, black and tan, black and blue, black and green, black and red, navy and brown.

Main Floor, Bond Street. None Sent C. O. D.

## Imported Housewares at Half Price.

THIS IS THE FIRST SALE OF THE KIND of which we have ever known. It presents economy chances which are absolutely without precedent. If every housekeeper in Brooklyn could see exactly what is in the Sale, instead of simply reading about it, we think that every housekeeper in Brooklyn would be here before nine o'clock to-morrow morning.

This is the sample line and stock on hand from the foremost importer in America. The finest table and kitchen utilities that come to America are included in what is shown here. But there is no large quantity of any one thing, and for that reason we have brought the whole stock to sell for half price or less. For that reason, too, it will be wise to come early.

Descriptions are difficult because there are so many things to describe. Nickel wares, brass wares, copper wares, aluminum, wood, glass, silver—everything imaginable makes up the stock. Everything is in perfect condition. Every thing fills some special need and fills it well. Hundreds of individual and original utilities that will make admirable prizes are included. Hotel, restaurant and boarding house managers will find much to interest them. The goods are spread all through the various sections of the great Basement Housewares Store. We list them as well as we can—but come early and see and share for yourself. It is a chance which may well have a repetition:

EXTRA HEAVY NICKEL WARE, consisting of tea and coffee pots, tea and coffee sets on trays, soup bowls, covered dishes, omelet pans, frying pans, vegetable dishes, sugar bowls, water jugs, cream pitchers and sugar bowls, butter dishes, tea canisters, doily dishes, etc.; regularly \$2 to \$7.50, at..... 38c. to \$4.75.

FRUIT SETS, 4 knives on a fancy stand. The knives have nickel brass, fancy porcelain and wood handles. The stands are of metal and the sets and represent fruits and vegetables; regularly \$2 to \$4, at..... \$1.25 to \$1.95.

CRACKER JARS, glass decorated and colored glass, metal trimmed; regularly \$2.50 to \$4, at..... \$1.25 to \$1.95.

MARMALADE JARS, decorated glass and colored glass, metal trimmed; regularly \$1.25 to \$2, at..... 88c. to \$1.45.

CAKE STANDS, FRUIT TRAYS AND BAKING DISHES, metal and porcelain, plain and decorated, with ornate and plain handles; regularly \$1 to \$2, at..... 58c. to \$1.45.

ROLL AND BREAD TRAYS, nickel and copper; regularly \$1 to \$2, at..... 58c. to \$1.45.

PUNCH BOWLS, copper and nickel, richly enameled and ornamented with removable glass; regularly \$1.50 to \$2, at..... \$1.25 to \$1.95.

LETTER BOXES, nickel brass, copper and iron; imported FANCY WOOD TRAYS; regularly \$1 to \$2, at..... 88c. to \$1.45.

## \$6 to \$8 Irish Point Curtains, \$4.95. A Budget of Special Upholstery Values.

THESE WHITE IRISH POINT LACE CURTAINS to head the list—about two hundred pairs, all perfect and fresh and including several designs with wide borders and well covered centers. Others showing novelty and French effects. One of the most remarkable values even this Store has had to offer this season. Here are others:

White Irish Point Curtains.  
\$4 and \$4.50 Curtains at \$2.75 a pair.  
\$5 and \$6 Curtains at \$3.25 a pair.  
\$8 and \$10 Curtains at \$4.95 a pair.  
\$11 and \$12.50 Curtains at \$8.05 a pair.

Real Arabian Lace Curtains.  
\$9 and \$10 Curtains at \$6.45 a pair.  
\$10 to \$15 Curtains at \$7.75 a pair.  
\$15 to \$20 Curtains at \$10.00 a pair.  
\$20 and \$25 Curtains at \$12.50 a pair.

\$9 to \$12.50 Real Brussels Lace Curtains, \$6.75.

White Nottingham Lace Curtains.  
\$9c. a pair, regularly up to \$1.50.  
\$1.65 a pair, regularly up to \$2.75.  
\$2.50 a pair, regularly up to \$4.50.

\$10.50 to \$13.75 Ruffled Renaissance Bed Sets at \$6.75.

\$6 to \$9.50 Mercerized Portieres at \$4.98.

Third Floor, Front.

## \$1 White Dress Shirts, 79c. An Extraordinary Offering.

GOOD STORES EVERYWHERE are offering at a dollar apiece Shirts identical with these and made by the same famous Troy manufacturer. We gave this maker an order by which he kept his factory busy in Summer AND THE RESULT IS THAT THE